

Historic, Archive Document

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Reference
Ag 841.20

DON'T KNOW WHAT
WILL HAPPEN ; . . .

LIBRARY
CURRENT SERIAL RECORD
★ SFP 28 1959 ★
U. S. DEPARTMENT OF AGRICULTURE

#378

do you know what CAN?



Drought

If moisture is too little or too late, the farmer is helpless.

This dread crop scourge destroys crops every year and frequently is very widespread.

Excessive moisture

Too much moisture can be just as destructive as too little.

It may wash out the stand . . . prevent replanting . . . destroy growing crops . . . or ruin a good crop before it can be harvested.



Plant disease

Despite steady progress in controlling crop pestilence, thousands of fields are blighted every year by disease. Frequently it is an infection never experienced on the farm before.

Insects

Annually hordes of insects devastate crops. The best control methods often fail to stop the destructive march of these hungry creatures.

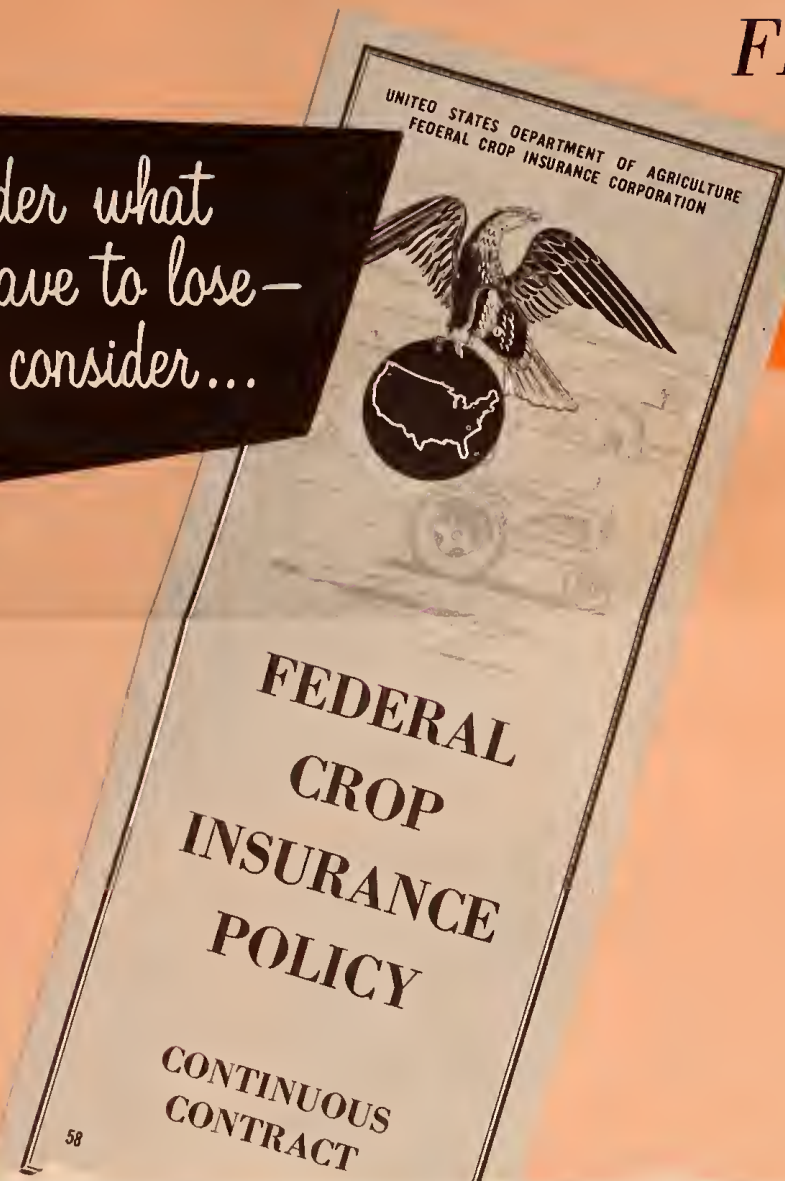


Frost—Freeze

When icy fingers grip a field, there's no defense. Weather quirks are a constant threat to growing crops.

FEDERAL CROP INSURANCE

consider what
you have to lose—
then consider...



"all risk" investment protection

This new, improved policy now offers an increasing number of farmers the all-risk crop investment insurance that farmers and farm communities sorely need when crop disaster strikes.

With this policy farmers prepare in advance against the impact of crop failure.

The broad coverage puts a floor under the worst that can happen to the crop capital that must be spent every year.

Its broad coverage provides protection against all the natural hazards that can strike a growing crop.

this policy protects you against . . .

- | | | | |
|----------------------|---------|-------------|--------------|
| ✓ drought | ✓ frost | ✓ fire | ✓ heat |
| ✓ excessive moisture | ✓ flood | ✓ freeze | ✓ winterkill |
| ✓ plant disease | ✓ hail | ✓ hurricane | ✓ tornado |
| ✓ insects | ✓ wind | ✓ wildlife | ✓ earthquake |

. . . and any other unavoidable cause of loss due to weather.

It happens
every year

Crops in Area
Nearly Ruined
Cold, Wind, Dust Damage
May Amount to \$30 Million

Flood Misery
Drought Damage
Felt by County
Cotton, Grains
Central Area
Gets Rain, Snow
Towns Isolated

Crop Loss Gro
Farmers Collect
Heavily on All
Risk Insurance
High Farm Costs
Stress Crop
Insurance Need

Thousands Flee
As Heavy Rain,
Twisters Strike

Killing Storm
Moving Back
Into Canada
Federal Crop
Risk Payments
\$1.6 Million

Wheat Loss Payments
In State Total \$95,000
Crops Are Hit
Hard By Insects
Tornado

Loss by Flood
Is \$14 Millions
Farmers Hit By Hail

Corn Losses Are High
Blizzard And
Cold Wave To
Blow Into State
Damage to Area Beans

Severe Cold
Being Paid
On Hail Loss
Rains Threaten

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20 *years* *of insuring* *crops against* **ALL RISKS**

has proven conclusively

- why all-risk crop insurance is not yet generally available from private sources
- the risk in growing crops is far greater than the individual farmer realizes
- crop insurance is the practical way for farmers to join together against crop disaster
- good crops make farmers complacent about the risks that they face each year
- past production records are no guarantee of what will happen on a farm or in an area in the future
- crop losses can happen here . . . there . . . or anywhere
- farmers think "it can't happen here" . . . but it does and then **FEDERAL CROP INSURANCE CAN ONLY HELP ITS POLICYHOLDERS**—those business-minded farmers who protected their crop investments.

October, 1958

G P O : 1958 O—473214

Cut out this form and
MAIL TODAY!

I am interested in **ALL RISK CROP INSURANCE** on . . .

(List crops)

NAME

ADDRESS

COUNTY STATE

FCIC Representative